

# Move More, Live Well.



## A Shared Movement for Lancashire.

Our collective 10-year strategy to embed active, healthy living into everyday life.

### Why this matters

Movement is not a luxury — it is essential. It fuels healthier lives, stronger communities, a thriving economy and more sustainable systems. But access to its benefits is not equal. Together, we're working to change that — so everyone in Lancashire has the chance to move more and live well.

### Our vision

A healthier, more active Lancashire where everyone can thrive — by embedding movement into everyday life and empowering communities and systems to lead lasting change.

### Our purpose

To use the power of physical activity to transform lives, reduce inequalities, and strengthen communities — putting people and place at the heart of everything we do.

### Our values

We live these values every day — in how we lead, how we partner and how we show up for Lancashire:

**People First** – We build everything around real lives, relationships and needs.

**Everyone Counts** – We champion inclusion and make sure no one is left behind.

**Working Together** – We achieve more by listening, learning and acting as one.

**Influencing Change** – We lead by example and inspire others to think and act differently.

**Forward Thinking** – We stay curious, adapt boldly and always look ahead.

**Passion** – We care deeply about what we do — and it shows in every step we take

### Our priorities

We're focusing our energy where it matters most:

**1. Inequality** – Reaching those with the least access and co-creating solutions rooted in fairness, inclusion and lived experience.

**2. System Leadership** – Embedding movement into policies and services through collaboration and lived insight

**3. Place Leadership** – Supporting and scaling what works through long-term, local partnerships.

**4. Children & Young People** – Embedding healthy habits early through youth-led, inclusive and culturally relevant opportunities.

**5. Health** – Making movement a core part of prevention, care, and mental wellbeing across health systems.

**6. Environment** – Championing sustainability, active design and accessible green and blue spaces.

### How we work: our model for change

**Engage** – Building shared purpose and trust to align goals and drive collective action.

**Empower** – Supporting people and communities to lead their own change.

**Enable** – Embedding movement into everyday life — from mindsets to systems and spaces.

This is guided by data, community insight, and a clear Theory of Change.

### Success looks like...

...more people active, especially where it's needed most. Systems transformed. Green and blue spaces thriving. Young people leading the way. Real change, led by all of us.

### What's next?

This isn't just a strategy — it's a movement. Every conversation, connection and action counts. Keep it alive in your work. Share it. Shape it. Live it.

**Let's move Lancashire forward — together.**